



CALPEEK

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CLOSE PEACE WIN HOLDS 40th S.D. FOR DEMOS.

Demo Assemblyman Steve Peace of Chula Vista will be moving up to the State Senate after winning a *mega-buck* (\$1 million spending by each side) Dec. 28th special election over Republican businessman Joe Ghougassian. Peace won by a 52% to 48% margin. His win gives the Demos a 22-to-16 advantage over the GOP in the State Senate, with 2 independents. However, 1994 is now here and so it's very possible that this special could be repeated (Peace vs. Ghougassian) Nov. 8th when the 40th S.D. seat again goes on the line...

...This was an important race for both sides, with much riding on the outcome. Had Ghougassian won, it might have cost State Sen. Bill Lockyer (D-Hayward) the chance to succeed David Roberti as President Pro Tem of the Senate. It's a given now that Lockyer will be the next Pro Tem. As for GOP Senate Leader Ken Maddy, he was caught in a terrible situation. He wanted to win this special very much, but also realized that a win by Ghougassian might have meant an end to his reign as minority leader. Although sources are divided on whether State Sen. Rob Hurtt of Orange Co. has the votes to oust Maddy, a win by Ghougassian would have aided Hurtt, some believe...

.....The win by Peace also was important to the Calif. Democratic Party and to its chair, Bill Press, as well as to the DNC and Pres. Bill Clinton. The GOP has recently been on a roll in CA specials, winning 4 out of 6 elections until this most recent victory by Peace. Had Peace lost, it's possible that some Demos might have started to call for new leadership of the CDP...

...In terms of tactics, both sides knew going in that the turnout would be very low --- an advantage the GOP tried to capitalize on with a massive absentee voter mail program. The Demos had only 1 absentee mailer and instead relied on ground troops to hand deliver absen-

tee ballot applications. On election night, Ghougassian had a 1,000 vote lead among absentees, but Peace's heavy GOTV ground operation overcame this lead. And yes, Demos used that old standby --- **donuts** to targeted voters. In the end it was a lot closer than some had predicted, but given the fact the election was held 3 days after X-Mas, the Demos are very happy campers. Stay tuned...

CRIME IS CALIF.'S HOT POLITICAL ISSUE FOR 1994.

Editor's note: Make no mistake. CRIME and the fear of becoming a *crime victim* is the **hottest** issue facing Calif. elected leaders. Here is CALPEEK's analysis & report...

...About 3 weeks ago, Demo Treas. Kathleen Brown put forth a solid 33-point program to combat crime in CA. On Dec. 28th, Brown's rival for the Demo gubernatorial nomination, Insurance Comm. John Garamendi, made frontpage news by challenging Gov. Pete Wilson (R) to repeal the 1975 law called "The Calif. Inmate Bill of Rights." Wilson said okay to Garamendi and did him one better. On Dec. 29th, Wilson called a special session of the Legislature to deal with new and tougher crime & punishment bills...

...Are you beginning to see the picture? If not, let's add a few other things. In his Jan. 5th State of the State Address, jobs, the State's shaky economy and an anticipated \$4-6 billion deficit may still lead Gov. Wilson's remarks, but be assured that crime will receive lots of attention as well. And as if that's not enough, Gov. Wilson will host a "**Crime Summit**" on Jan. 19-20 in L.A. That event will draw tons of media coverage. Throw in the Polly Klaas kidnap-murder, the NY train murders and the recent murder of a Manhattan Beach policeman and you begin to understand why everyone is so preoccupied with crime...

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...Crime is a *good campaign issue* for Wilson because it diverts attention away from Calif.'s economic problems. And crime isn't a bad issue for Garamendi either. On the other hand, the economy & jobs are Brown's bread & butter. Crime is *not* a subject that Brown can deal with easily because unlike Garamendi or Wilson, she's **opposed to the death penalty**. She says it's not an issue, because she says she'd carry out Calif.'s law. But many CALPEEK sources say she's wrong because it's the perception that if you're opposed to the death penalty, then you're soft on crime. Reporters have asked Brown why she opposes capital punishment, but she refuses to respond --- not a smart tactic...

...Perhaps reporters are asking the wrong question. How about this question: Calif.'s death penalty law is now under review by the U.S. Supreme Court. If you were governor, Kathleen, and the current law was tossed out, would you sign a new law to reinstate the death penalty???

...How rough is it going to get on Brown because of her death penalty views? There's little doubt that Garamendi will focus on this issue in the primary (he already has) and it will get downright nasty if Brown is the Demo nominee. On Dec. 13th, the day Brown delivered her 33-point crime plan, the CA Republican Party pulled off a good FAX hit on Brown, doing a side-by-side death penalty comparison with former CA Supreme Court Chief Justice Rose Bird. For those CALPEEK readers who don't remember, Bird voted to *overturn* 55 out of 55 death penalty cases. In fact, GOP sources say that if Brown is the nominee, the Wilson campaign strategy will be to link Kathleen to her brother Jerry and to Bird. You can just about visualize a 30-sec. TV hit with this trio. It was Jerry, by the way, who signed that 1975 Inmate Bill of Rights bill into law -- a point that Wilson noted when he responded to Garamendi's challenge...

...FYI: Sources believe that by the time Gov. Wilson's crime summit takes place Jan. 19-20, there may be as many as 10-15 crime bills on his desk waiting for his signature. Included in this group of bills will be a "3 Strikes and You're Out" law to keep violent, repeat offenders behind bars. Sources say the author will be GOP Assemblyman Dick Rainey of Contra Costa Co., with lots of co-authors. Stay tuned...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES

Editor's note: Lots of activity as well as odds & ends to report. Here's CALPEEK's update...

- **Lt. Governor** - GOP State Sen. Cathie Wright of Simi Valley has announced that she'll enter the June 1994 GOP contest for LG. And CALPEEK sources also note that Orange Co. Sheriff Brad Gates is being encouraged by some GOPers to look at the LG's race. Gates would be an attractive candidate for this office, especially since he chaired the successful YES on 172 (the 1/2 cent sales tax extension for public safety use) campaign last year. FYI: using YES on 172 letter-head, Gates recently took a shot at Demo State Treas. Kathleen Brown, claiming that she was MIA after promising to help the YES on 172 campaign. Gates says he specifically asked Kathleen Brown for financial assistance and she declined...

- **Secretary of State** - Reliable sources tell CALPEEK that Assemblyman Bill Jones(R-Fresno) will become the first GOP candidate to enter this particular primary in 1994. He is supposed to make an announcement very soon...

...On the Demo side, a poll taken by Decision Research of San Diego for Mike Woo shows the former L.A. councilman with 59% statewide **name ID**. Assemblywoman Jackie Speier(D-San Mateo) has 30% ID, while Assemblyman Gwen Moore(D-L.A.) has 17% and Chief Deputy SOS Tony Miller has 10% name ID. More importantly, Woo's name ID is highest in the very expensive L.A./Southern Calif. media market. According to this same poll (taken 11/30 to 12/3, sample size 304), Woo leads all his Demo opponents in a 4-way race. He has 25%, Speier 13%, Moore 8% and Miller 3%, with a rather large 53% undecided...

- **Attorney General** - Demo L.A. City Atty. James Hahn took out the necessary paperwork to run two months ago, but whether he'll actually run is not known just yet. Demo Assemblyman Tom Umberg of Orange Co. is still without a campaign consultant, but claims to have raised about \$300,000. S.F. DA Arlo Smith's fundraising has been slow all year long and his committee is being very secretive about what he'll show when the disclosure reports are released in a few months. However, Smith will probably get lots of publicity on his initiative to ban all **assault weapons** by generic

description. The big question is how can Smith finance an initiative drive if he can't even raise a sizeable war-chest for himself???

- **Superintendent of Public Instruction - Demo** Assemblywoman Delaine Eastin of Fremont, who announced late last year, has hired the S.F.-based firm of Staton-Hughes to run her campaign. And at this point, CALPEEK sources do not see any serious rivals facing Eastin...

- **Controller -** On the Demo side, Assemblyman Rusty Areias has finished rounding out his campaign team. Recent arrivals include campaign mgr. Barry Wyatt (on leave from his state job with Rusty); media consultant Bill Carrick; and Lesa Slaughter is the So. Calif. finance director. Ambrosino & Muir are Rusty's general consultants...

CA INITIATIVE UPDATE: INSIDERS THINK 1994 WILL BE ANOTHER BIG YEAR FOR INITIATIVE MEASURES.

Editor's note: The CA Sec. of State's office has given the OK for a number of new initiatives to begin collecting signatures. To make the June 7th ballot, initiatives need to qualify by Jan. 27th. To make the Nov. 8th ballot, initiatives must qualify by June 30th...

...In addition to the 13-15 measures already in circulation, there are some 15 measures that are still undergoing the Title & Summary process at the AG's office. In this group are some controversial proposals. There are two measures dealing with illegal immigration; another school voucher plan; an auto insurance initiative ("pay at the pump"); a measure by S.F. DA Arlo Smith banning all assault weapons; and a new anti-tax proposal by Richard Gann. Only those measures with sufficient financial backing will make it because to be qualified for the November ballot means that signatures have to be turned in by late April (4/22/94)...

...To date, only one initiative has qualified for the June 1994 ballot: "**Park Lands, Historic Sites, Wildlife and Conservation**" is the official title of a statute initiative that would authorize a general obligation bond of about \$2 billion for the acquisition, development, rehabilitation and restoration of park lands, historic sites, wildlife areas and forests throughout Calif. The group backing this measure has hired The Primacy Group of San Diego to manage the campaign...

...Here's a quick rundown (space permitting) of the new measures in circulation. We'll run more next week...

- **"Constitutional Tax Rate,"** is a constitutional amendment submitted by Ted Costa and Maj. Gen. Sid Novaresi(Ret.) of People's Advocate. This appears to be a flat tax proposal. It would impose a 9.5% tax on businesses and individuals. The deadline is April 29 to submit 615,958 signatures. (916)482-6175...

- **"Property Taxation. Change in Base Year,"** is a constitutional amendment which would shift the base year for property taxes from 1974-75 to 1984-85. The proponent is William Calder of Project Rollback (619)722-5683. This group has until May 6 to submit 615,958 signatures...

- **"Prohibition Against State Discrimination or Preferential Treatment,"** is the official title of this constitutional amendment sponsored by Cal State Hayward Prof. Harry Glynn Custred Jr. (510)934-4917. If approved, it would prohibit discrimination against or granting preferential treatment to any individual or group in public employment, public education or public contracting. Custred calls this measure the "Calif. Civil Rights Initiative." He has until May 6th to gather 615,958 signatures...

- **"Republican Convention. Delegate Selection. Proportionate Representation,"** is the official title of this statute by Stanley Lee Harper of L.A. (213) 624-6200. This plan would do away with the GOP's winner-take-all primary and provide for a proportional selection of delegates. Harper has until May 6th to gather 384,974 signatures...

HOADLEY ADDRESSES COMMONWEALTH CLUB.

As is the tradition at this time of year, Dr. Walter Hoadley will address the Commonwealth Club of CA at 11:45 a.m., Jan. 7, Sheraton Palace Hotel, S.F. Topic: the economic outlook for 1994. This is the 25th year in a row that Hoadley has presented his economic predictions and forecast. For info (415)597-6705

KATHLEEN BROWN TO PRESENT STATE OF STATE.

State Treas. Kathleen Brown(D) will present her own State of the Golden State address, 11:45 a.m., Jan. 18, Nikko Hotel, S.F. Brown will address members of the Commonwealth Club of CA. For info (415)597-6705...

CALPEEK READY FOR BUSY 1994 ELECTION YEAR.

We're back from a restful holiday vacation and ready for a very exciting 1994 election cycle. In addition to the newsletter, CALPEEK plans to publish an Election Guide for both June and November. And prior to both the June 7th and Nov. 8th elections, CALPEEK will once again conduct readership surveys. In the past, these surveys have been very accurate in predicting the outcome of elections. The Directory of Campaign Consultants is still on sale for \$10 for subscribers (\$40 for non-subscribers). And there's no increase in CALPEEK's basic subscription price of \$90. **A special note to campaign consultants:** *it would be helpful if you'd send or fax (310)657-4340 us a list of your Statewide, congressional, legislative and local clients. Thanks.* Finally, here's wishing all CALPEEK readers a very prosperous 1994. Stay tuned...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **Recall Set for San Jose Councilwoman** - The last recall election in CA's 3rd largest city occurred in 1964, but it wasn't successful. But on or about April 12th, voters may dump Councilwoman Kathy Cole from office. In a May 8th speech to a black political workshop (which was videotaped), Cole, who is black, made some nasty remarks about Asians, gays and Hispanics. Yes, she apologized for her statements, but that didn't stop the recall drive by Citizens for Positive Representation. San Jose's black community is very divided over the recall, as is Cole's entire council district...

- **Zev is All Smiles** - Unless some political giant jumps into the race, which doesn't seem likely at this point, it looks as though L.A. Councilman Zev Yaroslavsky will be elected in June to replace retiring L.A. Co. Sup. Ed Edelman. That's the consensus of L.A. political insiders now that State Sen. David Roberti (D-Van Nuys) has decided not to challenge Yaroslavsky. FYI: Roberti commissioned a survey by pollster Arnie Steinberg and sources say it showed Zev with "an impregnable base of support" in the supervisorial district...

- **Not Seeking Reelection** - GOP Assemblyman Paul Woodruff of Moreno Valley won't run for reelection, as reported in CALPEEK some time ago. Also not

seeking reelection is Demo Assemblyman Mike Gotch of San Diego. However, running for another term are the following, who had been listed in an earlier story by CALPEEK as looking at other options: Richard Katz (D), Debra Bowen (D), Diane Martinez (D) and Paul Horcher (R)...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- GOP fundraising consultant Alice Borden has moved her office to 13743 Ventura Blvd., Ste. 360, Sherman Oaks, CA 91423. (818)905-5420...

- The PBN Co. has added 3 new staffers. Joining the Sacto office as an AE is Sean M. Garrett; and joining the S.F. office are Susan Ethridge as a Sr. AE and Martha Anne Mahony as an AE...

- A sad note: killed in the crash of his company's private plane prior to X-Mas was In-N-Out Burger chain CEO-president Rich Snyder, who was very active in conservative GOP politics in Calif. R.I.P...

- Jim Stweinder has jumped from the Campaign Data Center to Leading Edge Data Services in Stockton. The firm provides voter file info...

- Elena Stern, one of two very savvy press secretaries for Insurance Comm. John Garamendi, has jumped from her State job to the gubernatorial campaign for her boss...

- Consultants Carol Beddo and Roger Lee have desolved their partnership after 5 years. Beddo has formed Carol Communications, 155 S. 14th St., San Jose, CA 95112 - (408)297-6212. Lee has formed The Roger Lee Company, 95 Hobson St., Ste. 6A, San Jose, CA 95110 - (408)995-6888...

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